

IN THE CLAIMS:

Please amend claims 1, 3, 7, 14, and 15 as follow:

1 1. (Twice Amended) An advertising system comprising:
2 a content provider [which generates] to generate ad banners;
3 a target computer [which receives] to receive the ad banners;
4 [an] a collecting agent which is transmitted from the content provider to the
5 target computer[, the agent obtains] to obtain user information including data for a
6 hardware profile and [transmits] to transmit the user information to the content
7 provider; [and]
8 a triggering agent to discern the user information obtained by the collecting
9 agent and determine whether the user information is significant; and
10 a program running on the content provider, the program organizes the user
11 information and updates a user specific database.

1 3. (Twice Amended) The advertising system of claim 1 further comprising a
2 baseline user profile including the hardware profile which is updated by the
3 program running on the [contact] content provider.

1 7. (Twice Amended) A method of communicating advertising information
2 comprising the operations of:
3 creating a user profile;
4 transmitting an ad banner from a content provider to a target computer;
5 collecting user information at the target computer including data for a
6 hardware profile;
7 determining whether the user information is significant;

8 transmitting the user information from the target computer to the content
9 provider;
10 filtering the user information to create relevant data;
11 arranging the relevant data to create a modified user specific database; and
12 generating a second user ad banner corresponding to the modified user
13 specific database.

1 14. (Twice Amended) A content provider for providing advertising content
2 over a network comprising:

3 a plurality of user profiles, each user profile in the plurality of user profiles
4 including user data corresponding to a target computer account;

5 a collecting agent to collect the user data;

6 a triggering agent to discern the user data collected by the collecting agent and
7 determine whether the collected user data is significant;

8 a munging agent which updates each user profiles based on the user data
9 [transmitted from an] collected by the collecting agent;

10 a rule set associated with each user profile including rules generated from the
11 user data; and

12 a rulebook including condition-action pairs which selects data to be
13 transmitted from an advertising content database using the rule set.

1 15. (Twice Amended) [An advertising system] A target computer to receive
2 advertising content comprising:

3 [a content provider which generates a means for advertising;]

4 [a target computer which receives the means for advertising;]

5 a [means for obtaining] collecting agent to obtain user information including
6 hardware data for a hardware profile and software data for a software profile[, and

7 transmitting the user information to the content provider, the means for obtaining
8 user information collecting agent transmitted from the content provider to the
9 target computer]; and

10 a triggering agent to discern the user information obtained by the collecting
11 agent and determine whether the user information is significant.

12 [a means for organizing the user information and upgrading a user specific
13 database.]